

Resources and Tools

Social Marketing:

Centers for Disease Control and Prevention (2011). CDCynergy Lite.
<http://www.cdc.gov/healthcommunication/cdcynergy/cdcynergylite.html>

Health Communications Campaigns:

Centers for Disease Control and Prevention (2013). *The Guide to Community Prevention Services: What Works to Promote Health*.
<http://www.thecommunityguide.org/healthcommunication/index.html>

Making Health Communications Work:

National Cancer Institute (2008). *Making Health Communication Programs Work (Pink Book)*. Provides steps in planning health communication strategies.
<http://www.cancer.gov/cancertopics/cancerlibrary/pinkbook>

Social Norms Campaigns:

Haines, M. P., Perkins, H. W., Rice, R. M., and Barker, G. (2012). National Social Norms Institute. *Guide to Marketing Social Norms for Health Promotion in Schools and Communities*.
<http://www.socialnormsresources.org/pdf/Guidebook2.pdf>

Alcohol Education Project. Hobart and William Smith Colleges. Have copies of surveys.
<http://alcohol.hws.edu/>

*Party Smarter Materials:

Facebook Ads:

<https://www.maine.gov/dhhs/samhs/osa/prevention/partysmarter/mediafiles/facebookkads102009.pdf>

Radio Ads:

https://www.maine.gov/dhhs/samhs/osa/prevention/partysmarter/mediafiles/2009radio/OSA_Hannah%20Mix03.mp3

https://www.maine.gov/dhhs/samhs/osa/prevention/partysmarter/mediafiles/2009radio/OSA_Jim%20Mix03.mp3

https://www.maine.gov/dhhs/samhs/osa/prevention/partysmarter/mediafiles/2009radio/OSA_%20Matt%20Mix03.mp3

https://www.maine.gov/dhhs/samhs/osa/prevention/partysmarter/mediafiles/2009radio/OSA_%20Nikki%20Mix03.mp3

Web Pages:

<https://www.maine.gov/dhhs/samhs/osa/prevention/partysmarter/alcoholpoisoning.htm>

*To use or adapt the *Party Smarter* materials, contact: The Maine Office of Substance Abuse and Mental Health Services, Information and Resource Center, 207-287-2595.